



# OEMs RAZOR & BLADES: TIME TO DIE?

[https://www.youtube.com/watch?v=ZTzA\\_xesrL8](https://www.youtube.com/watch?v=ZTzA_xesrL8)



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# OEM model exhaustion? Challenges.

- More models. More Complexity and margin reduced

- Pages declining.

- MPS clearing the “dark market”

- ⇒User knows more.

- Very little true innovation.

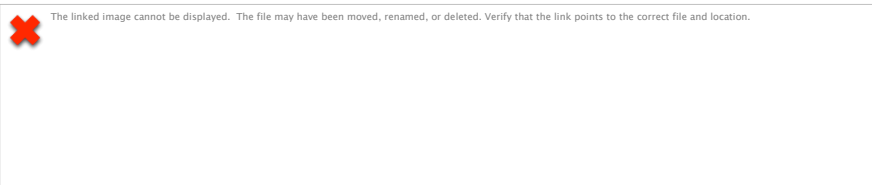
- Sales of printers declining.

Model in “Collision course” with society needs.

SMB are true Job creators.

Standardization?

Legal measures like in Auto parts Industry?



# The second anti trust Age?

Industrial revolution brought two new measures:

- Anti trust laws: to avoid trust to control de market.
- Unions : To give back strength to workers

## Technology Revolution

Similar patterns, but now unions are social media. Citizens and consumers together are changing things.

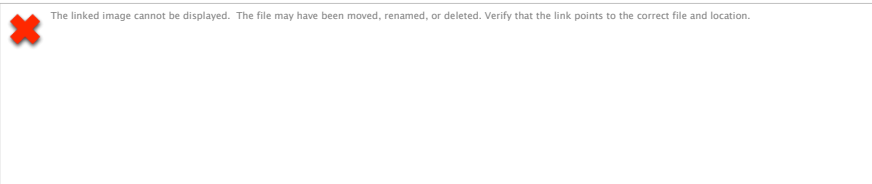


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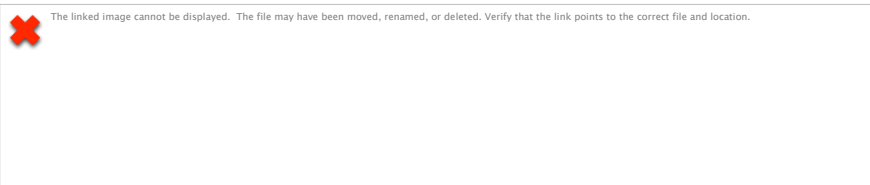
# Weee-2 Implications

- If cartridges are WEEE....
  - Manufacturers will have to issue shop manuals (How to repair) and parts catalogues for .!!!
  - On the car industry since 2002 under Monti.
    - *Las leyes de propiedad intelectual tienen como objetivo proteger el trabajo creador; sin embargo, en casos como el de las piezas de recambio para automóviles, podrían tener como resultado la creación de **monopolios de mercado**. Por este motivo, los eurodiputados apoyan la liberalización del mercado de piezas de recambio visibles. El ponente del informe parlamentario correspondiente, el alemán del Partido Popular Europeo Klaus-Heiner Lehne explicó en exclusiva a esta web la propuesta.(2007)*
  - **-Today aftermarket car parts account for 70% of the total sales!!!! And no environmental benefit!**
  - Any product entering the market has to have an approved EU representative:



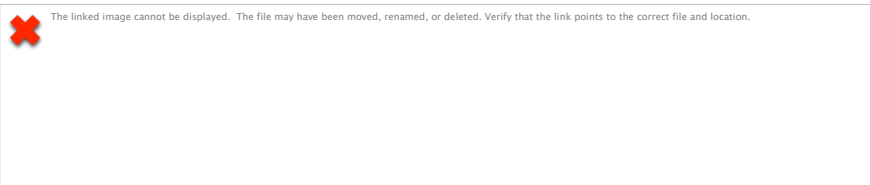
# Patents and their “Innovation” and “Utility”

- Patenting consumables will be more and more difficult; No true innovation.
  - Auto parts law.
  - Nexpresso case
- Patents will be more and more confronted with environment.
- Patents will also be confronted with other rights, like a job.



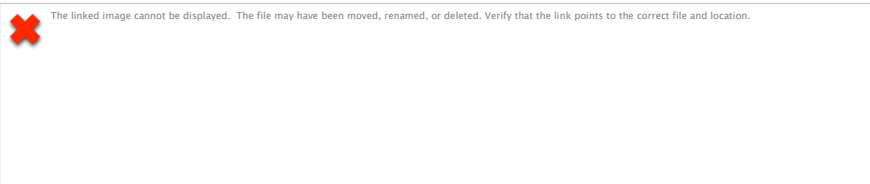
# Programmed Obsolescence.

- Printing is always relevant in conversations about Programmed Obsolescence
- As more “leaks” (Panama) reach the citizens, the position of OEMs will be more difficult to hold and some already changed (Lexmark)
- Big penalties that will increase.
- MPS is already impacting the printer sales market.



# Ecocide.1

- **Ecocide** is the extensive damage to, [destruction](#) of or loss of ecosystem(s) of a given territory, whether by human agency or by other, to such an extent that peaceful enjoyment by the inhabitants of that territory has been or will be severely diminished.
- More recently used to refer to the destructive [impact of humanity on its own natural environment](#).
- Ecocide was proposed international crime 2010, under the Rome treaty.
- A [concept paper on the Law of Ecocide](#)<sup>[33]</sup> was sent out to governments In June 2012 the idea of making ecocide a crime was presented<sup>[1]</sup> to legislators and judges from around the world at the World Congress on Justice Governance and Law for Environmental Sustainability. Making ecocide an international crime was voted as one of the top twenty solutions to achieving sustainable development at the [World Youth Congress in Rio de Janeiro](#) in June 2012. **2013 - 2014**
- **European citizen Initiative for criminalising ecocide**
- On January 22, 2013, a committee of eleven citizens from nine EU countries officially launched the "European Citizens Initiative "End Ecocide in Europe".  
<sup>[40]</sup> The European Citizens' Initiative,<sup>[41]</sup> or ECI, is a tool created by the Lisbon Treaty to promote participative and direct democracy

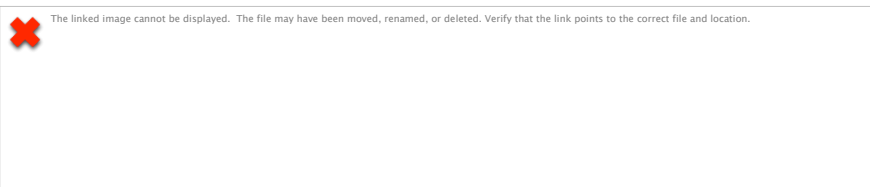




# Ecocide.2

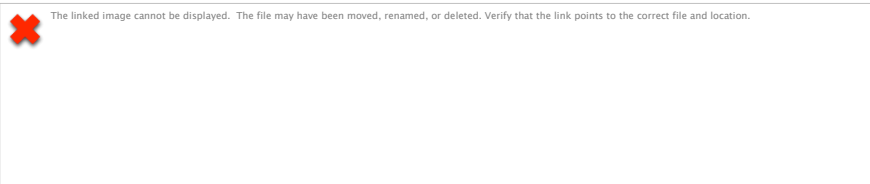
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- **Severity of environmental harm**<sup>[edit]</sup>
- To be considered an ecocide under the proposed law, an environmental harm would need to be widespread, long lasting or severe.<sup>[6]</sup> This is the parameter based disjunctive test, as already set out under the 1977 United Nations Environmental Modification Convention, which specifies the terms 'widespread', 'long-lasting' or 'severe' as:
  - widespread: encompassing an area on the scale of several hundred square kilometers; and/or*
  - long-lasting: lasting for a period of months, or approximately a season; and/or*
  - severe: involving serious or significant disruption or harm to human life, natural and economic resources or other assets.* <sup>[7]</sup>

<http://pollyhiggins.com/>. One if not the most expert person in the field.



# Market position and abuse

- Through technological revolution we have seen tremendous fines in market as companies abused.
- This is also the trend in controlling merge and acquisitions. (Office Depot // Staples)
- Also price agreements are severely fined and the 1<sup>st</sup> denouncer has no penalty.



# OEM Segmentation.

- True manufacturers; (Owners of technology) Canon, Lexmark, Xerox etc
- Contractors: HP on toner, Dell, (Purchasing from a tech owner )

Other segmentations:

Toners / ink

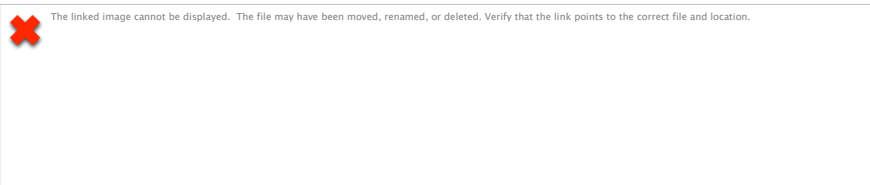
Big machines / Small and Medium

Direct big accounts / Through dealers

Attitude towards remanufacturing

Lexmark, and mainly USA companies: open

Epson, Canon and mainly Japanese Companies: Intolerant



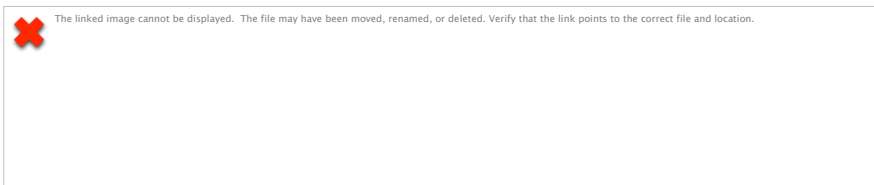
# What's next?

## Benchmarking the Auto parts Industry.

Since 2002 an on European Commission has been very active defending customer right and freedom of choice.

As a result, today the aftermarket parts industry accounts for 72 % share and only 28% is OEM

Who questions today Bosch car service, Feu-vert, Midas and others?

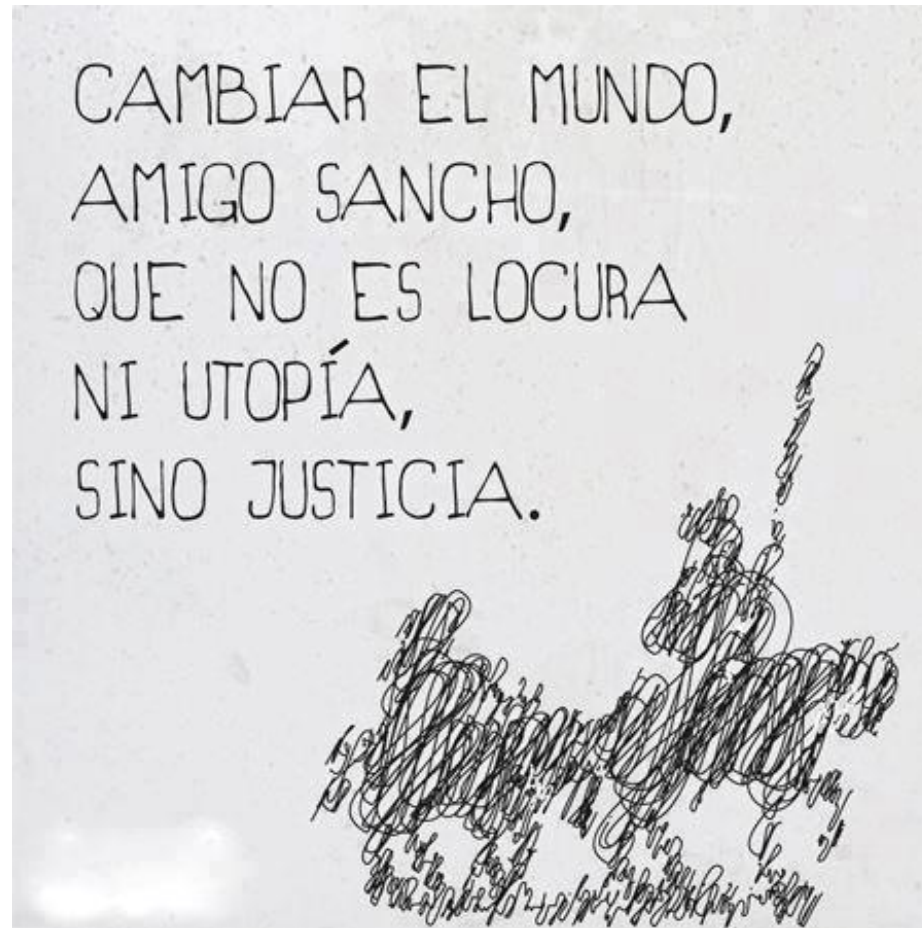


# Social Networks; How they change



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